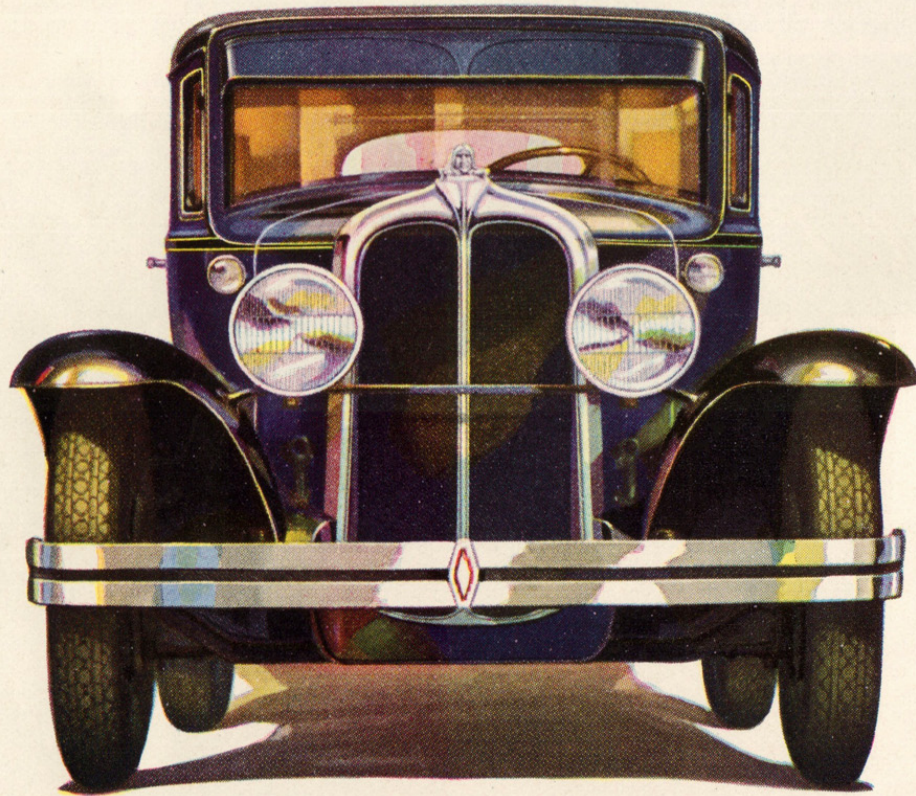


New Series
PONTIAC
BIG SIX

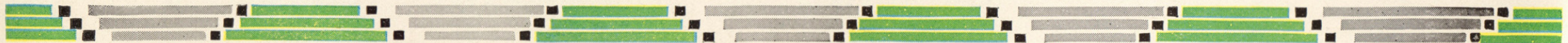




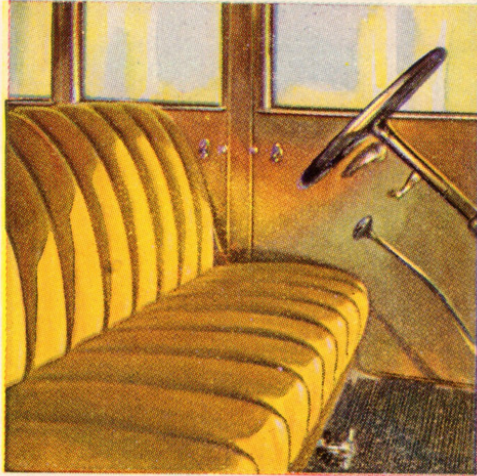
A FRONT view of the New Series Pontiac Big Six shows the deep, chrome-plated shell of its cross-flow radiator. The distinctive vertical bar in the center of the radiator is also chrome plated, as are the headlamp rims, cowl lamps, the cowl band, and many other exposed bright parts. Note also the wide, full crown and flaring fenders. Chrome-plated headlamps on sport body types and the Custom Sedan.



SEEN from the rear, the New Series Pontiac Big Six has the same low, graceful lines which distinguish its appearance from every angle. The rear fenders are full crown with the rear tip below the center of the wheels. The gasoline tank shield is of distinctive ribbed design. Standard equipment includes tire carrier with pressed steel supporting arms and approved combination tail light and stop light with tubular support.



A FAMOUS NAME—A FINER CAR



WHENEVER an announcement regarding Pontiac is made, it carries a message of great importance to everyone interested in low-priced cars.

This has been true ever since the first Pontiac was introduced in 1926. Today it is the New Series Pontiac Big Six which carries on this tradition.

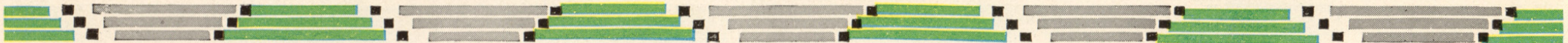
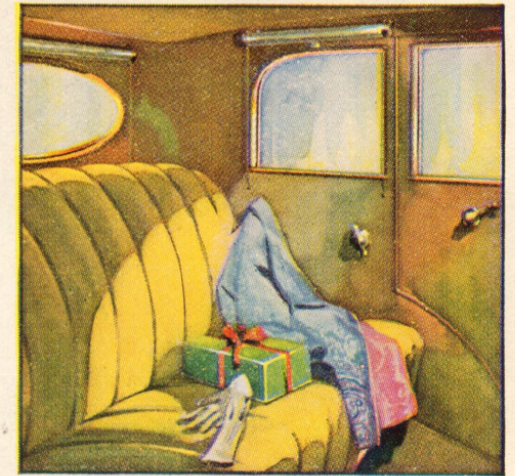
With its new beauty, with its smoother performance, with its greater comfort and safety, this car represents an impressive improvement even over its own highly regarded predecessors—and is beyond any question a finer car with a famous name.

Pontiac's new bodies by Fisher have been enhanced in beauty by the use of a half-oval belt moulding, which starts at the radiator and continues the entire length of

the car. A choice of attractive Duco color combinations is available at no extra cost.

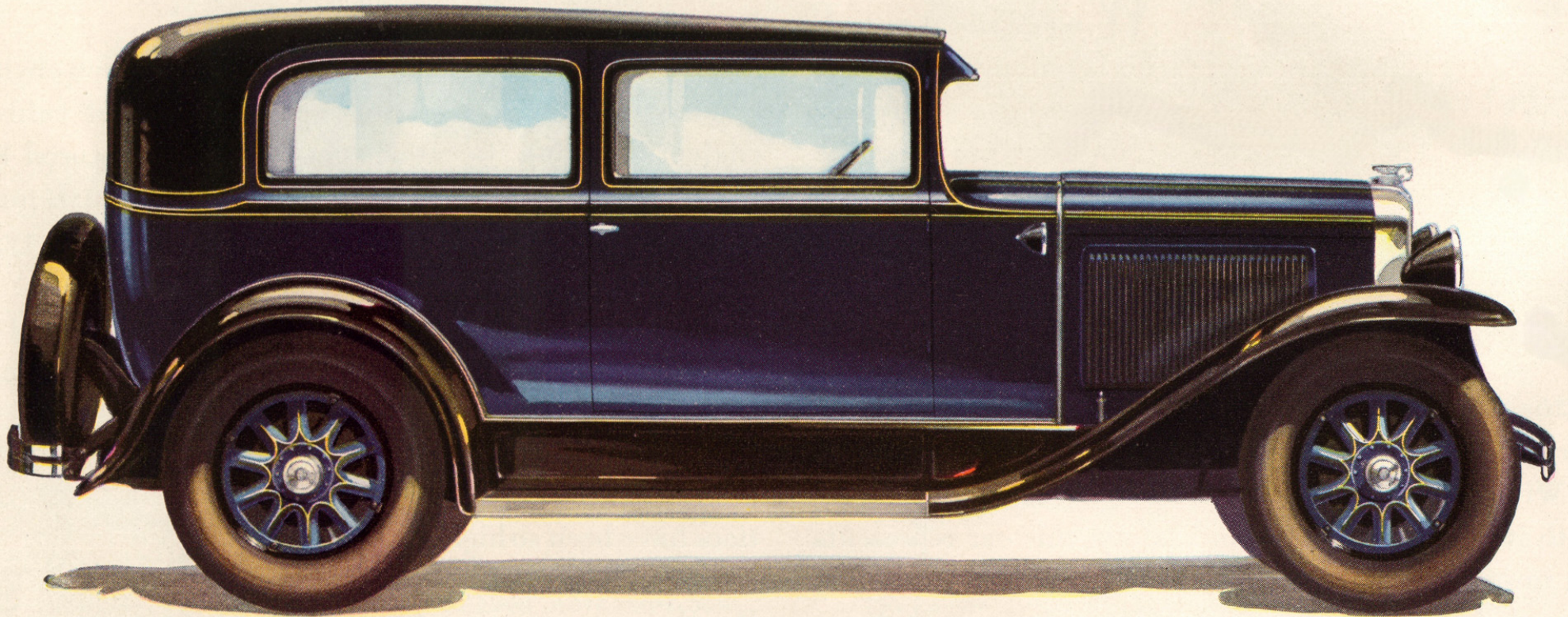
Greater smoothness in Pontiac's 200 cubic-inch engine results from the use of an improved type of rubber engine mounting. Greater safety has been assured by an improved braking system and a new, sloping, non-glare windshield—greater handling ease by a new type steering mechanism.

Improved Lovejoy hydraulic shock absorbers add to the riding comfort provided by the car. This latest Pontiac has the impressive speed, power, and pick-up, for which past Pontiacs have been so highly esteemed. And, of course, Pontiac economy and long life are what they always have been—the pride and satisfaction of all who drive the car.

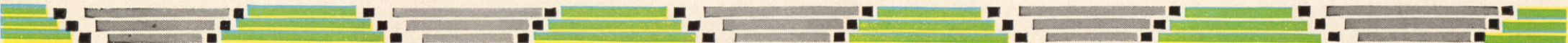


THE NEW SERIES PONTIAC BIG SIX

Two-Door Sedan

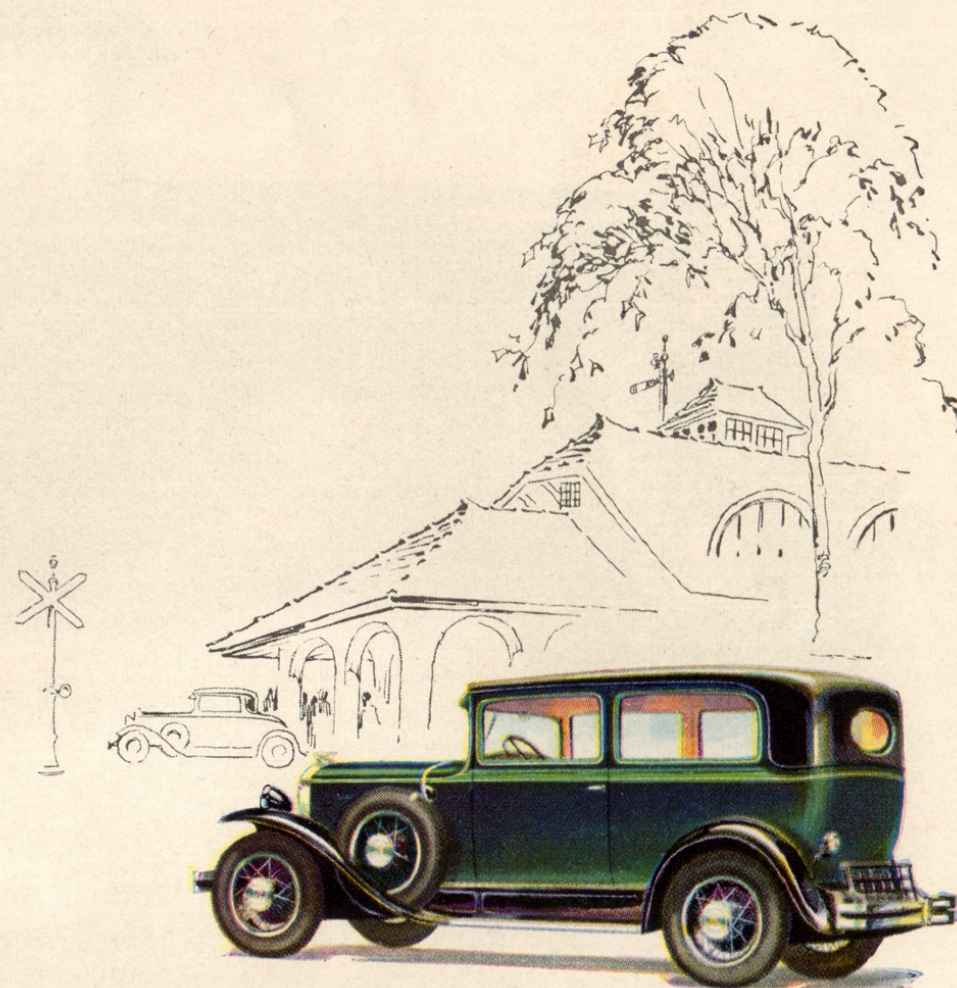


A FIVE-PASSENGER sedan body with metal top and rear quarters, and sloping windshield. Doors $35\frac{5}{16}$ inches wide. Reveals around side and rear windows. Polished chromium cowl band. Specially designed body hardware. Lamps with chrome-plated rims. Special equipment, at slight extra cost, includes six wire wheels, six tires, trunk rack, front fenders with tire wells, and side carriers with two locks.



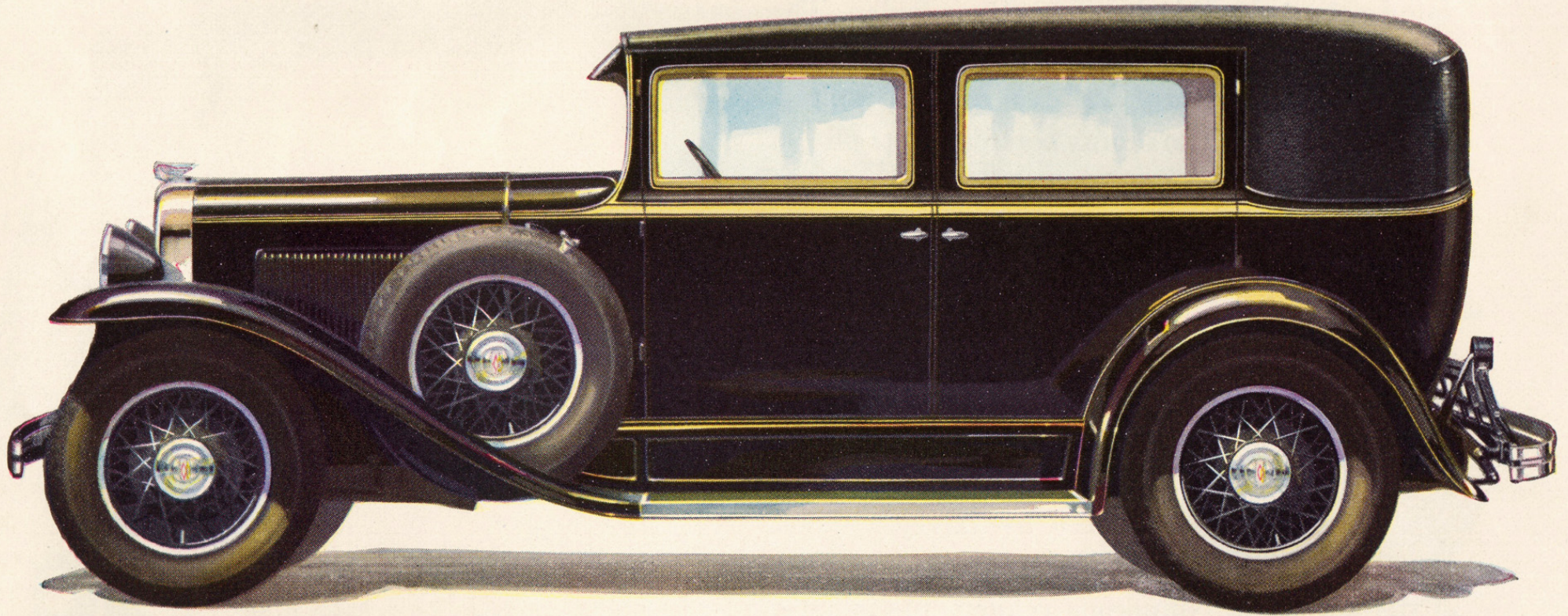
NOWHERE will you find a body style more admirably adapted to the needs of the modern family than the Pontiac Two-Door Sedan. The distinctive beauty of its Body by Fisher fulfills completely the natural desire for a car of impressive appearance. The roomy comfort of its snugly enclosed interior is a safeguard for the health of children and adults as well. And such features as the sloping VV windshield to ward off headlight glare, the adjustable driver's seat, the deeply cushioned mohair upholstery, and its long list of big car appointments, all contribute to the unusual pleasure you are sure to derive during the years of service which this fine car will give you.

Riding comfort is assured by Lovejoy shock absorbers which are standard equipment included in the list price. Numerous refinements include carpet in tonneau, convenient inside door lock controls, crank type window regulators on doors and rear side windows, rear view mirror, dome light, and military type metal visor.

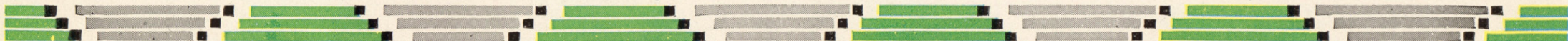


THE NEW SERIES PONTIAC BIG SIX

Four-Door Sedan

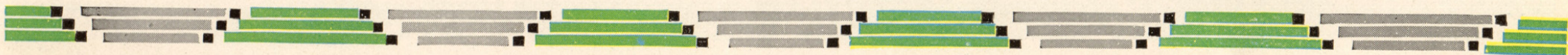
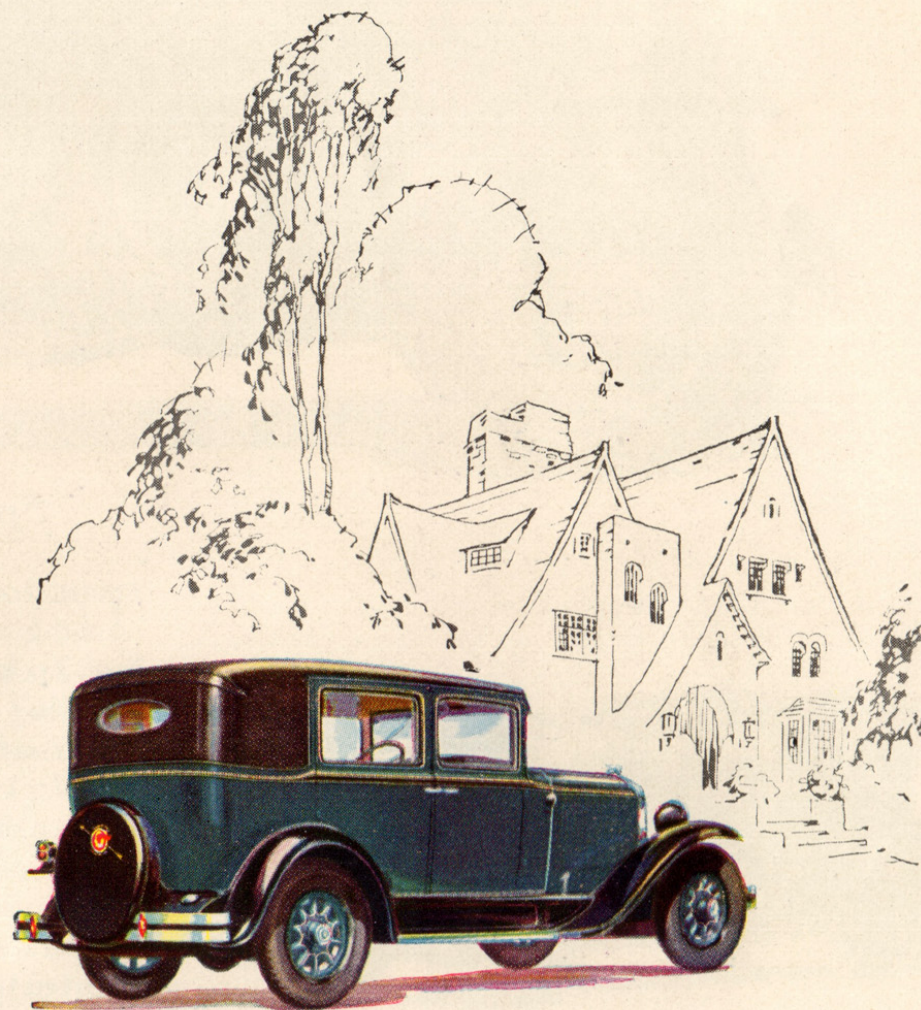


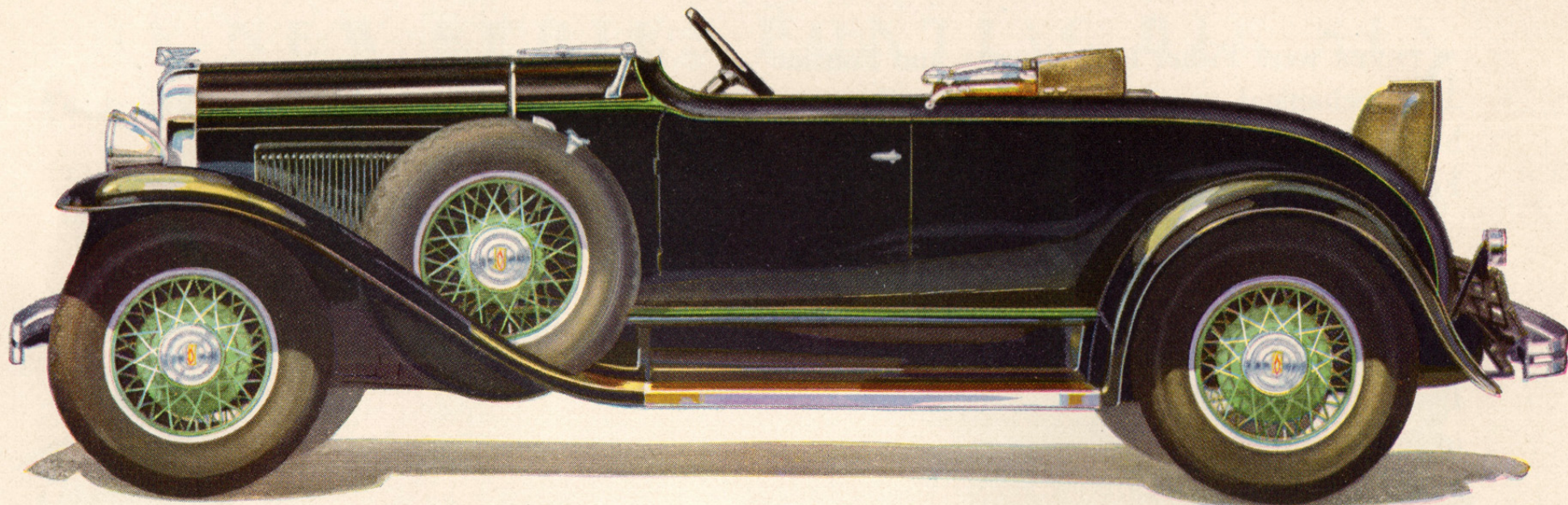
A ROOMY, five-passenger, close-coupled body with imitation leather top and rear quarters. Exposed bright parts are chrome plated. Lovejoy shock absorbers are included in the list price. Equipment includes a rear view mirror, military type metal visor, and convenient inside door lock controls. Special equipment, at slight extra cost, includes six wire wheels, six tires, trunk rack, front fenders with tire wells, and side carriers with two locks.



NEVER were Fisher body beauty and Pontiac mechanical excellence more happily combined than in the New Series Pontiac Big Six Four-Door Sedan. This five-passenger close-coupled body type is a newcomer to the Pontiac family, but it promises to become a very popular style. The new half-oval belt moulding is particularly striking on this model with its smart Duco body colors and its mohair interior trim in harmonizing shades.

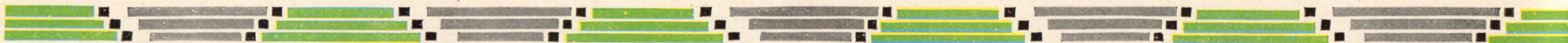
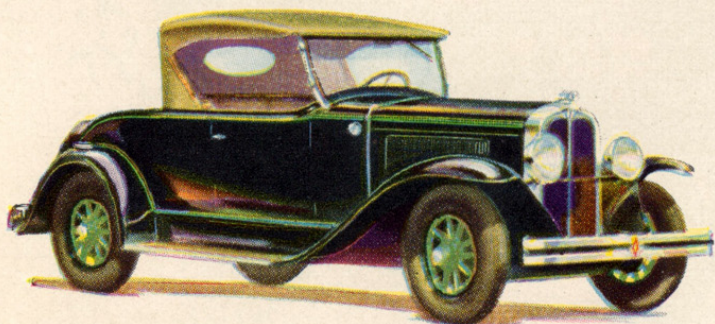
Like all Pontiacs the New Series Pontiac Big Six Four-Door Sedan is a car of sturdy reliability. Big car comfort is assured by many features, such as the adjustable driver's seat and the sloping VV windshield which virtually eliminates headlight glare during night driving. Standard equipment includes foot rest, robe rail, smoking case, dome light, rubber mat in front compartment, carpet in tonneau, and many other features.

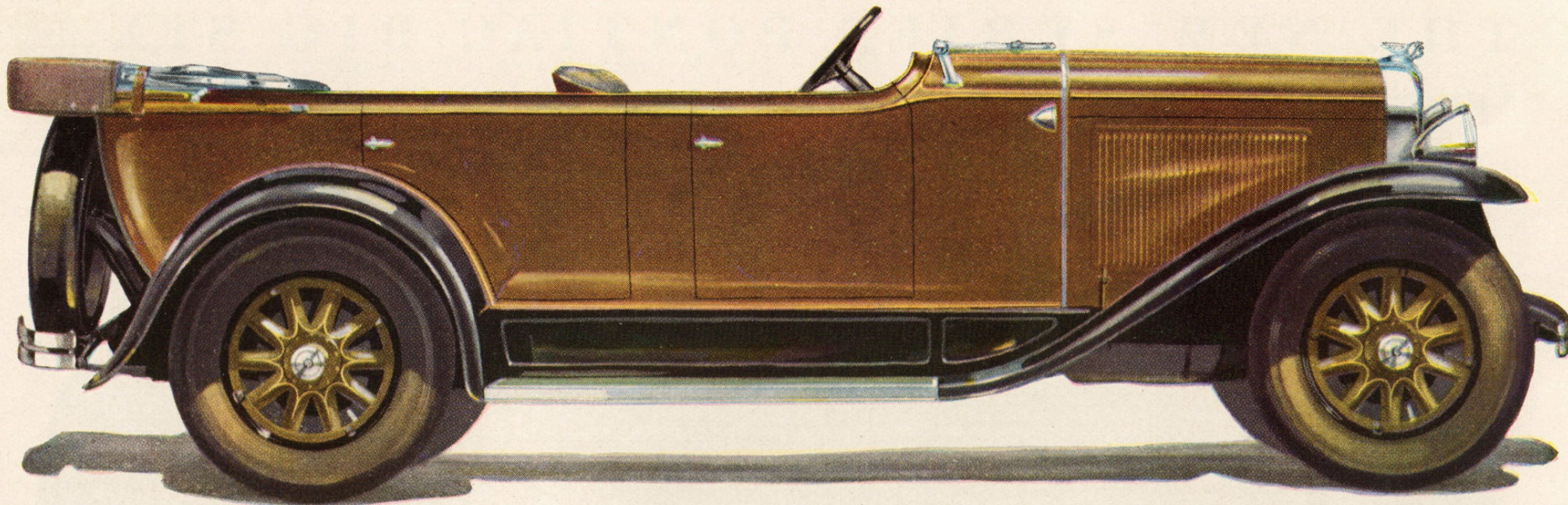




Sport Roadster

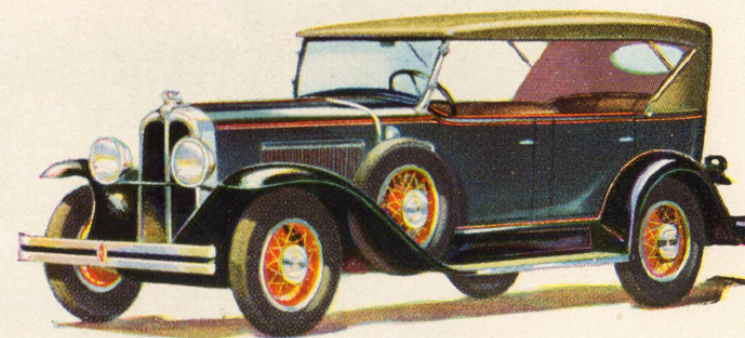
THE youthful motorist will find the New Series Pontiac Big Six Sport Roadster to be a car admirably suited to his needs. There is smart beauty in every body line. Its motor is big, smooth, and powerful. Like all Pontiacs it offers remarkable handling ease. Lovejoy shock absorbers are standard equipment at no extra cost. The front seat is wide and roomy. And in the rumble seat which folds down into the rear deck there is ample room for a third and fourth passenger. The front seat and back cushions are of Spanish leather. The rumble seat is trimmed in fabrikoid. The door curtains are single pyralin panel, opening with the doors, and the rear curtain is removable. The gray cloth teal top is of chrome-plated slat iron type construction with natural wood finish bows and a half-length top boot. Special equipment, at slight extra cost, includes six wire wheels and tires, trunk rack, front fenders with tire wells, and side carriers with two locks.





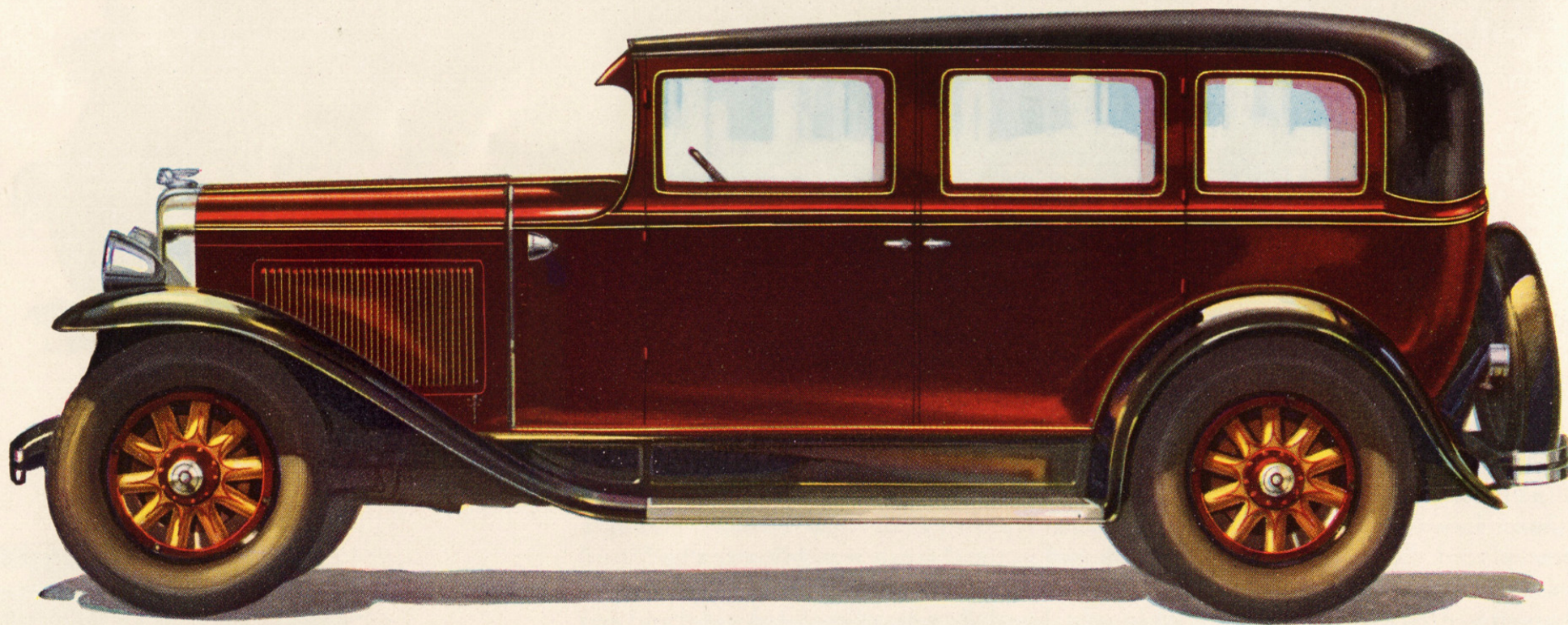
Phaeton

THE trim smartness of this five-passenger open model of the New Series Pontiac Big Six has an appeal for every motorist. The one-piece, sloping windshield may be folded forward to a horizontal position. The top is of gray cloth with a chrome-plated slat iron type construction and natural finish wood bows, which fold into a narrow space. It is also fitted with a half-length boot. Cushions and backs are of Spanish leather. Windshield side arms, cowl band, door handles, head, side, and tail lamps are included in the chrome-plated equipment. Door curtains are single pyralin panel and open with doors. Carpet in rear compartment. Lovejoy shock absorbers are standard equipment included in the list price. Special equipment available, at slight extra cost, includes six wire wheels and tires, fender wells for spares, two spare wheel locks, and a trunk rack.

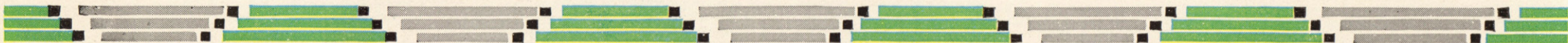


THE NEW SERIES PONTIAC BIG SIX

Custom Sedan



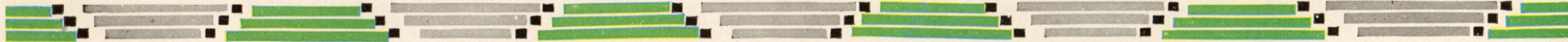
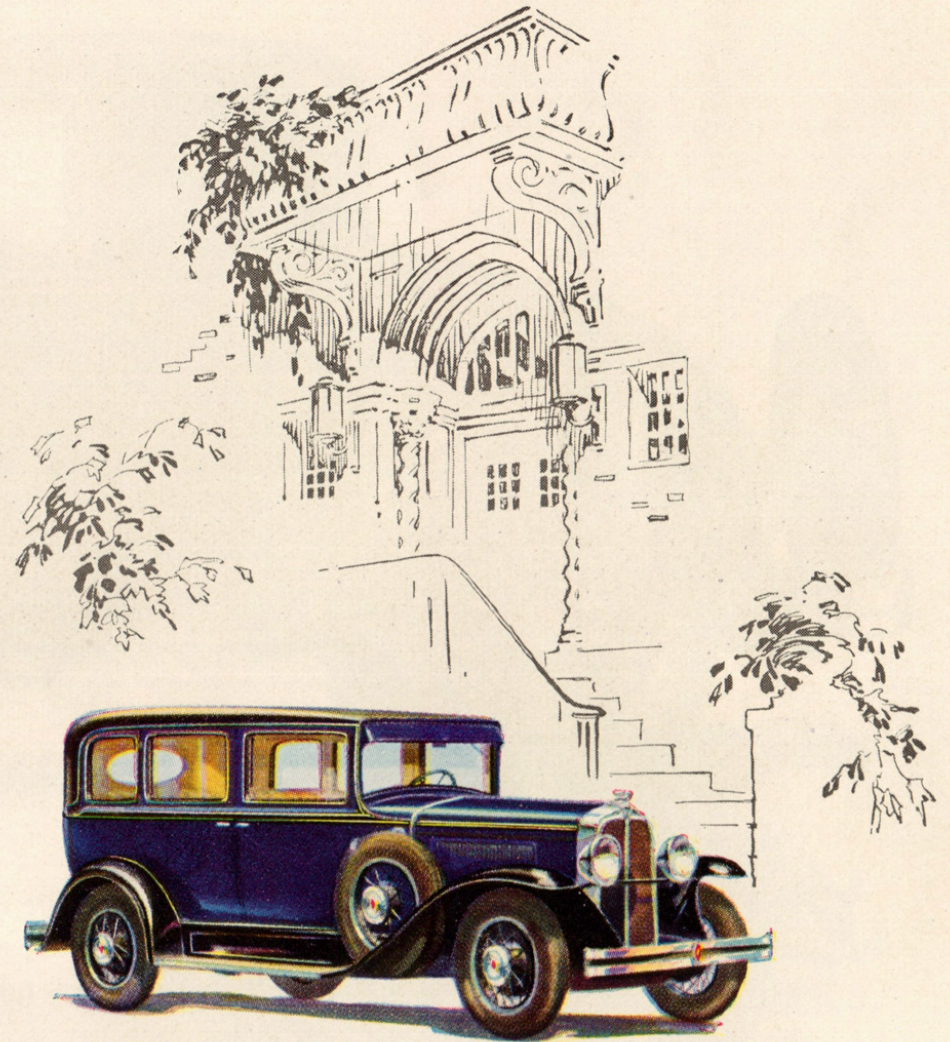
STANDARD equipment at no extra cost includes Lovejoy shock absorbers, automatic windshield cleaner, roller shades on rear and rear quarter windows, rear view mirror, dome light, smoking case, carpet in rear tonneau, military visor, crank type window regulators on doors and rear quarter windows. Special equipment, at slight extra cost, includes six wire wheels and tires, trunk rack, front fenders with tire wells, and side carriers with two locks.



THE big car style, beauty, and comfort of the New Series Pontiac Big Six Custom Sedan invariably suggests that this fine automobile belongs, in reality, up in a higher price class. And in truth it does offer many of the desirable qualities usually found only in cars costing several hundreds of dollars more.

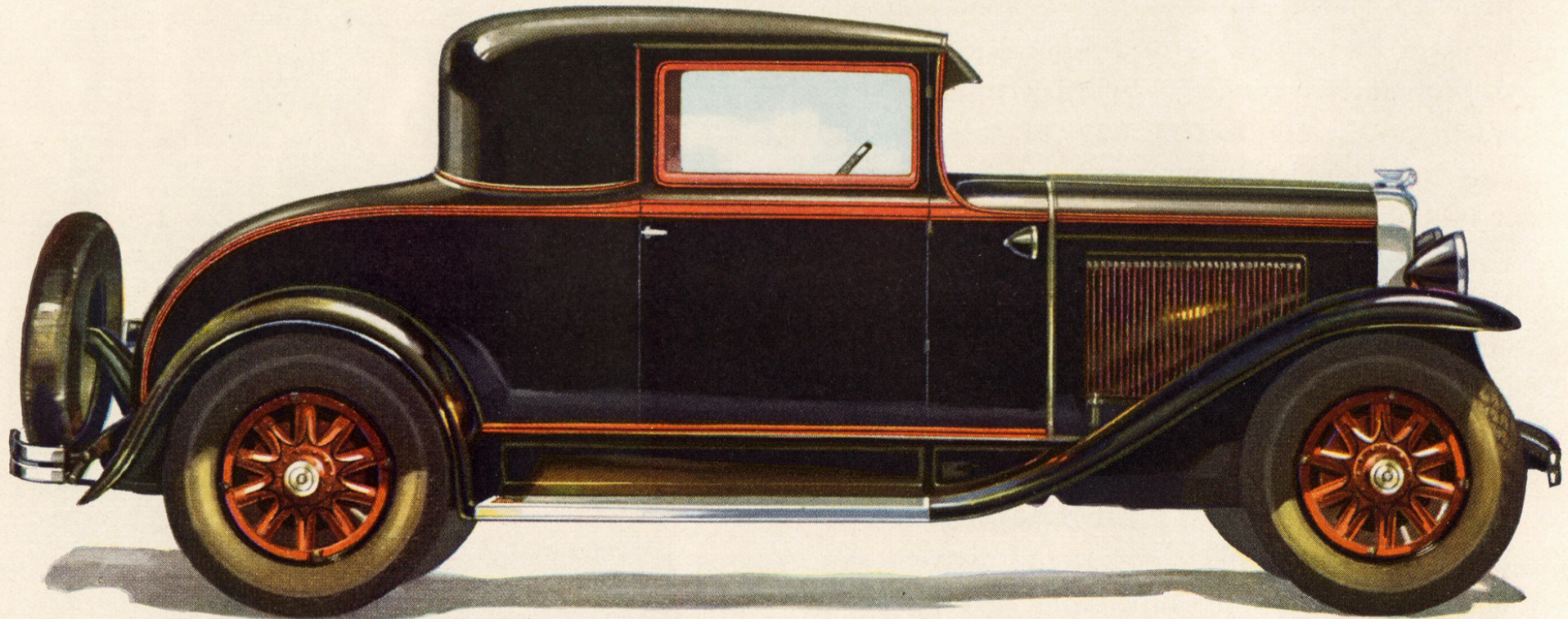
Its luxuriously appointed Body by Fisher with the attractive new half-oval belt moulding—its richly beautiful Duco body finish in smart color combinations—mohair upholstery—chrome-plated bright parts—and its long list of big car advantages place it far above the quality level which its low price implies.

There is ample room for five passengers. The doors are wide. Other comfort and convenience features include the adjustable driver's seat, smoking case, sloping windshield which largely eliminates annoying reflections during night driving, and rubber caps slipped over the clutch and brake pedals to seal openings when pedals are in their normal position.

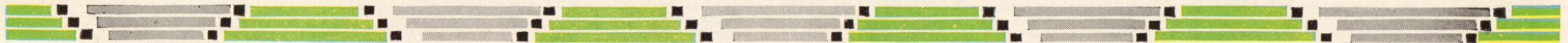


THE NEW SERIES PONTIAC BIG SIX

Coupe

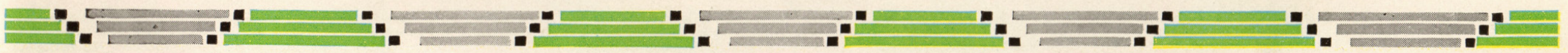


DRIVER's seat is adjustable, even while driving. Rear deck package space is $39\frac{1}{2}$ inches long by $45\frac{5}{8}$ inches wide by $17\frac{3}{4}$ inches average height. Lovejoy shock absorbers are standard equipment included in the list price. Special equipment, at slight extra cost, includes six wire wheels, six tires, trunk rack, front fenders with tire wells, and side carriers with two locks.



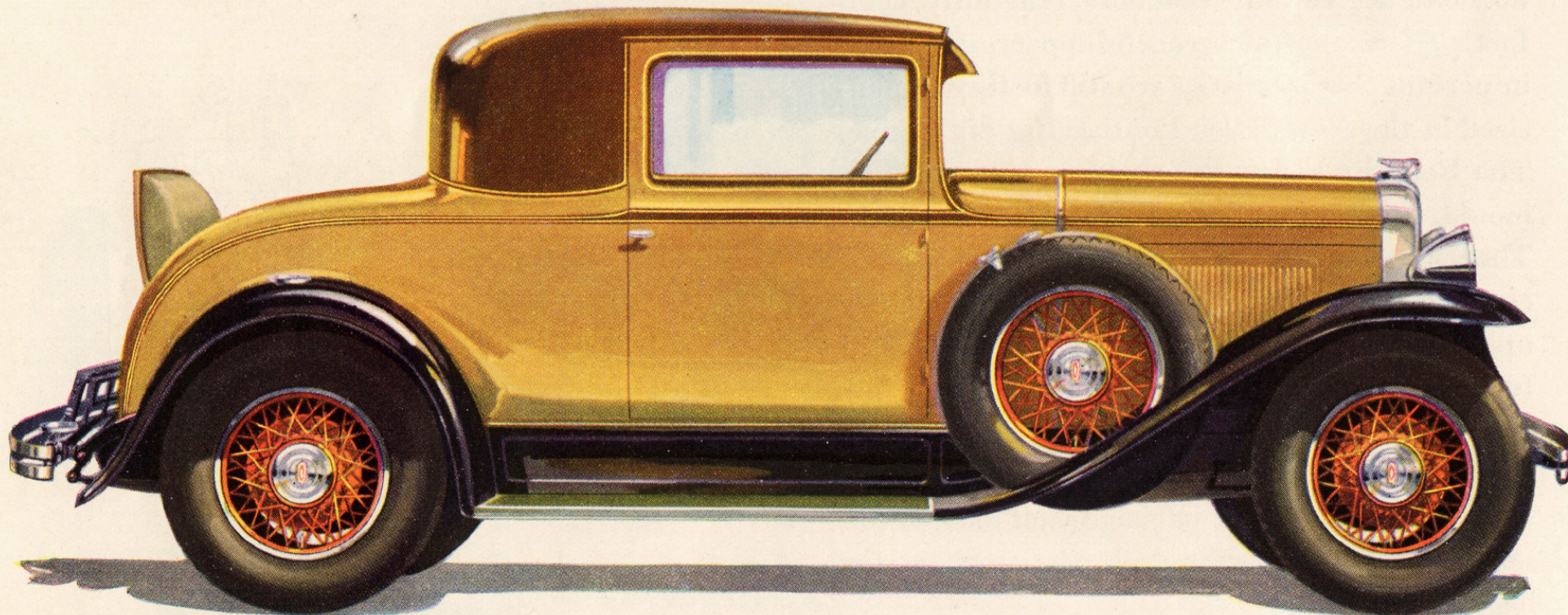
PONTIAC'S widespread popularity as a car for business and professional use has been due in no small degree to its economy, reliability, comfort, performance, and graceful appearance. These important characteristics are still further emphasized in the New Series Pontiac Big Six Coupe. The Body by Fisher has the new half-oval belt moulding extending from radiator to rear deck. The Duco finish comes in appealing new color combinations, tastefully matched by the mohair upholstery. Chrome-plated bright parts add still further to the attractive appearance of the New Series Pontiac Big Six. And in addition it provides such essentials for the business or professional man as the convenient package shelf back of the seat and the roomy rear deck compartment for bags and other luggage.

Many other features, contributing to its smooth performance, long life, dependability, and economy, establish this car as a logical choice for those requiring fast, reliable, and convenient transportation.

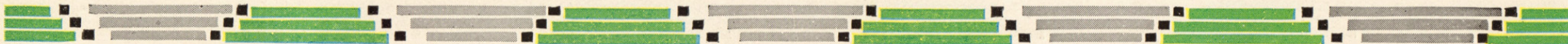


THE NEW SERIES PONTIAC BIG SIX

Sport Coupe



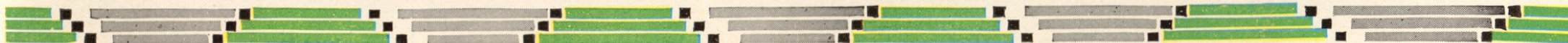
SLOPING VV windshield, as on all closed models, provides protection from glare during night driving. Standard equipment includes Lovejoy shock absorbers, automatic windshield cleaner, rear view mirror, metal visor finished to match body, pattern floor mat, and many other features. Special equipment, at slight extra cost, includes six wire wheels and tires, trunk rack, front fenders with tire wells, and side carriers with two locks.



DESIGNED particularly to meet the requirements of the country club member and out-of-door sports enthusiast, the New Series Pontiac Big Six Sport Coupe is destined to win many a new friend by the sheer beauty of its lines. And how many more, as well, will it captivate by the smooth flow of its power — and by its rapid acceleration and speed!

The driver's seat is fully adjustable. Space for two extra passengers is provided by the rumble seat which folds into the rear deck. The rear window is raised or lowered by a crank type regulator for communication with passengers in the rumble seat.

The body finish is Duco and is offered in a choice of smart new color combinations. The upholstery of the front seat is mohair in harmonizing colors, while the rumble seat is trimmed in fabrikoid. A convenient package shelf is provided back of the driver's seat.



Mechanical Details of

THE NEW SERIES PONTIAC BIG SIX

ENGINE—Six cylinders, L-head, honed cylinders cast en bloc with crankcase integral. Removable head in two sections. Bore, $3\frac{1}{8}$ inches; stroke, $3\frac{7}{8}$ inches; displacement, 200 cubic inches. G-M-R cylinder head with 4.9 to 1 compression ratio. Water cooled with pump circulation, automatic thermostat control. Interchangeable bronze-backed bearings. Silent chain camshaft drive. Semi-steel pistons with two plain rings and one oil drain ring. Pressure feed regulated constant flow type lubrication system with pressure-suction crankcase ventilation. Harmonic balancer. Extra rigid crank case reinforced by new ribs parallel and opposite to the crankshaft.

ENGINE SUPPORTS—Four point supports. Insulated from frame with rubber inserts.

CRANKSHAFT—Three-bearing counterweighted type, weighing 53 pounds, statically and dynamically balanced. Bearing sizes: Front, $1\frac{1}{8}$ -inch diameter by $1\frac{5}{8}$ -inch; center, 2-inch diameter by 2-inch; rear, $2\frac{1}{8}$ -inch by 2-inch. Bronze-backed, babbitt-lined interchangeable main bearings.

CAMSHAFT—Drop-forged steel, integral cams. Cams and bearing journals case-hardened and ground. Lift, $\frac{5}{16}$ inch. Bearing sizes: Front, $1\frac{3}{8}$ -inch diameter by $1\frac{1}{2}$ -inch; center, $1\frac{3}{8}$ -inch diameter by $1\frac{3}{8}$ -inch; rear, $1\frac{3}{8}$ -inch diameter by $1\frac{1}{4}$ -inch. Lubrication by special oil pockets fed by spray from crankshaft. Silent drive with $1\frac{1}{4}$ -inch chain.

PISTONS—Semi-steel, assembled in matched sets, $3\frac{5}{16}$ inches in diameter with three $\frac{3}{16}$ -inch rings. Piston pin, $1\frac{1}{16}$ -inch diameter, locked in piston. Special aluminum plugs inserted in pin assure permanent fit.

CONNECTING RODS—Selected in matched sets, drop-forged, heat-treated. Lower bearing, 2-inch diameter by $1\frac{5}{16}$ -inch; upper bearing, $1\frac{1}{16}$ -inch diameter by $1\frac{7}{16}$ -inch bronze; lower bearing, high-grade babbitt, accurately broached to size.

VALVES—High temperature resisting. Intake valves, $1\frac{1}{4}$ -inch clear diameter nickel steel; exhaust valves, $1\frac{3}{8}$ -inch clear diameter silicon chromium. Accessible for grinding by removing head. Valve spring dampeners. Tappets have long-wearing chilled cast-iron foot with steel stem; self-oiling, mushroom type.

LUBRICATION SYSTEM—Special design known as regulated constant flow type, pressure being taken care of by adjustable pressure release valve. Pressure feed from gear-driven pump to all main bearings, connecting rods, and timing chain. Submerged gear type oil pump, driven off center camshaft bearing. Valve compartment open to spray. Valve chamber provided with oil-tight coverings. Pressure gauge on instrument board. Oil filler and oil level gauge located on left side of engine. Oil capacity, 6 quarts. Pressure oil lubrication fittings for chassis. Pressure-suction type crankcase ventilator with individual air cleaner.

GASOLINE—Gas pump feed and filter. Thirteen-gallon elliptical tank in rear provided with gasoline gauge on dash.

MANIFOLD—Three-port intake manifold with riser heated by exhaust gas from all six cylinders. Heat control valve in exhaust manifold, adjustable for summer or winter temperature conditions or for temperature between these extremes.

CARBURETOR—New $1\frac{1}{4}$ -inch vertical, multiple jet type with accelerating pump and economizer, easily adjusted. Air purifier furnished.

ELECTRICAL SYSTEM—New metric spark plugs. Delco-Remy starting, lighting, and ignition. Manual shift starting motor. Foot-controlled tilting beam headlights. Generator third brush current regulation. Automatic distributor. Six-volt, 13-plate, 80-ampere hour storage battery. Side lamps for parking. Approved combination tail light and stop light with tubular support. New Delco-Remy ignition coil lock.

CLUTCH—Dry single disc cushion drive type, ventilated and self-adjusting. Driven disc faced with long-wearing lining. Outside diameter, $8\frac{7}{8}$ inches. Six pressure springs, pedal adjustable to compensate for wear. Release bearing operates only when clutch is disengaged.

COOLING SYSTEM—Water, circulated by pump with balanced impeller; cellular type, cross-flow radiator with thermostat control; chrome-plated shell. Frontal area core, 393 square inches. Capacity, 13 quarts. Two-blade fan on pump shaft, 17 inches in diameter.

TRANSMISSION—Unit power plant type, selective sliding; 3 speeds forward and one reverse. Gears of heat-treated alloy steel accurately cut and finished. New Departure ball bearings for ten-spline main drive shaft. Bronze bushings for countershaft gears. Greater gear tooth area.

FRAME—Pressed steel channel section, 5 inches deep, $1\frac{3}{4}$ inches wide. Straight side members. Tapers from front to rear. Five cross members including rear engine support. Integral bumper mountings. New design tire carrier.

STEERING GEAR—Hour glass type, hardened steel; worm and sector gear. Worm mounted on taper roller bearings and fully adjustable for wear. 17-inch steering wheel. Ebony finish rim with metal spider to match rim. 14 to 1 ratio for easy steering. Horn button, black to match, in center of steering wheel.

INSTRUMENT PANEL—New grouping of speedometer, gasoline gauge, oil gauge, and ammeter in center of raised panel on instrument board. Instruments are individually mounted. On one side are placed the ignition lock and lighting switch buttons. On the other side are the choke and throttle

control buttons. All instrument dials black with white figures. Illuminated by a soft, reflected light in center of instrument panel.

FRONT AXLE—Heavy, drop-forged, I-beam, reversed Elliott type. Springs over axle. Ball bearings for wheel spindles. Ball thrust bearings on king-pins. Tie rod and drag link ball and socket connections have springs to cushion road shocks and automatically take up wear.

REAR AXLE—Heavy semi-floating type, pressed steel banjo housing; spiral bevel drive gears. Heat-treated nickel steel pinion and ring gears. New Departure ball bearings used throughout except wheel bearings which are Hyatt roller type.

WHEELS—New conventional artillery wheels with steel felloes having ten massive spokes with large hubs and $6\frac{3}{4}$ -inch diameter flanges. Equipped with 19 x 4-inch rims. Natural wood wheels on Custom Sedan. Special equipment, at slight extra cost, includes six wire wheels and tires, trunk rack, front fenders with tire wells, and side carriers with two locks.

TIRES—Low-pressure balloon cords, 29 x 5 inches, non-skid tread. Spare tire extra.

BRAKES—Improved four-wheel brakes of mechanical type, internal-expanding with 177 square inches of braking surface; parking brake hand lever connected to regular service brake on all four wheels. Rubber cups seal openings around brake and clutch pedal slots when pedals are in normal position.

SPRINGS—Semi-elliptic, front and rear. Length of front spring, 36 inches; width, 2 inches. Length of rear spring, 54 inches; width, 2 inches. Front spring, special quality carbon steel. Rear spring, silicon-manganese steel. Spring shackles self-adjusting for wear. Lovejoy shock absorbers included as standard equipment at no extra cost.

TURNING CIRCLE—38 feet to left; 39 feet 2 inches to right.

OVERALL LENGTH—167 $\frac{5}{8}$ inches.

ROAD CLEARANCE—8 $\frac{3}{8}$ inches.

BODIES—Closed models built by Fisher, equipped with adjustable driver's seat. Specially designed hardware and interior fittings. Custom-selected upholstery. Sloping VV windshield.

UPHOLSTERY—Coupe, Two-Door Sedan, Four-Door Sedan, Sport Coupe, and Custom Sedan upholstered in mohair. Sport Roadster and Phaeton upholstered in Spanish leather and fabrikoid to match.

SPRING COVERS—Standard equipment, at slight extra cost.

LOVEJOY SHOCK ABSORBERS—Standard equipment, included in the list price.

BUMPERS AND FENDER GUARDS—Standard equipment, at slight extra cost on all closed body types. Full length chrome-plated front and rear bumpers, standard equipment, at slight extra cost, on all open body types.

We reserve the right to make changes or improvements at any time without incurring any obligation to install same on cars previously sold

OAKLAND MOTOR CAR COMPANY • PONTIAC, MICHIGAN